

**AGREEMENT
BETWEEN
LAKE COUNTY, FLORIDA
AND
GLOBAL-5, INC.
FOR MARKETING AND OUTREACH AWARENESS FOR
RESIDENTIAL CURBSIDE TRASH COLLECTION SERVICES
RFP 13-0219**

This is an Agreement between Lake County, Florida, a political subdivision of the State of Florida, hereinafter referred to as the COUNTY, by and through its Board of County Commissioners, and Global-5, Inc., a Florida corporation, its successors and assigns, hereinafter referred to as CONSULTANT.

Recitals

WHEREAS, the COUNTY has publicly submitted a Request for Proposal (RFP), #13-0219 to retain a consultant to design, implement and manage a public education and outreach marketing campaign to educate residents in the community about the benefits of a residential single stream recycling program, and automated/semi-automated trash collection services; and

WHEREAS, CONSULTANT desires to perform such services subject to the terms of this Agreement;

NOW, THEREFORE, IN CONSIDERATION of the mutual terms, understandings, conditions, promises, covenants, and payment hereinafter set forth, and intending to be legally bound, the parties hereby agree as follows:

Article 1. Recitals

1.1 The foregoing recitals are true and correct and incorporated herein by reference.

Article 2. Purpose

2.1 The purpose of this Agreement is for CONSULTANT to design, implement and manage a public education and outreach marketing campaign to educate residents in the community about the benefits of a residential single stream recycling program, and automated/semi-automated trash collection services

Article 3. Scope of Services

3.1 On the terms and conditions set forth in this Agreement, the COUNTY hereby engages CONSULTANT to perform the Scope of Services more specifically detailed in **Exhibit A**, attached hereto and incorporated herein by reference.

3.2 This Agreement shall be effective upon the date of execution by the COUNTY, and all services required hereunder shall be completed no later than September 30, 2014. Specific deadlines may be later established by mutual agreement of the parties for specific Tasks identified hereunder. General deadlines are included in **Exhibit A**.

3.3 Prior to, or upon completion, of the initial term of this Agreement, the COUNTY shall have the option to renew this Agreement for two (2) additional one (1) year periods. Continuation of the performance period beyond the initial period is a COUNTY prerogative, and not a right of the CONSULTANT. This prerogative may only be exercised when such continuation is clearly in the best interest of the COUNTY.

A. Should the CONSULTANT fail to complete the work within the performance period cited above and any optional renewal period exercised by the COUNTY, it is hereby agreed and understood that the COUNTY reserves the authority to cancel this Agreement with the CONSULTANT and to secure the services of another consultant to complete the work. If COUNTY exercises this authority, COUNTY shall be responsible for reimbursing the CONSULTANT for work which was completed and found acceptable in accordance with the contract specifications.

B. The COUNTY may, at its option, demand payment from CONSULTANT, through an invoice or credit memo, for any additional costs over and beyond the original contract price which were incurred by the COUNTY as a result of having to secure the services of another consultant. CONSULTANT shall honor any such invoices or credit memos submitted to the CONSULTANT by the COUNTY under these circumstances.

3.4 The CONSULTANT shall coordinate and work with any other consultants retained by the COUNTY. CONSULTANT acknowledges that nothing herein shall be deemed to preclude the COUNTY from retaining the services of other persons or entities undertaking the same or similar services as those undertaken by the CONSULTANT or from independently developing or acquiring materials or programs that are similar to, or competitive with, the services provided under this Agreement.

3.5 The COUNTY reserves the right to terminate the Agreement if CONSULTANT materially fails to fulfill any of its obligations under this Agreement, if the service does not conform to the specifications, or if the CONSULTANT materially fails to comply with any federal, state or local statutes, rules and regulations applicable to this Agreement, including health and safety rules and regulations.

A. If any service performed pursuant to this Agreement is found to be defective or does not conform to the specifications contained herein, the COUNTY reserves the right to

require corrective action as appropriate, which may include, but is not limited to, ordering re-performance of service or the termination of the Agreement for default. The COUNTY will not be responsible for paying for any service that does not conform to the Agreement specifications.

B. In the event of termination, the COUNTY shall provide thirty (30) calendar days written notice of its intent to terminate, and shall provide CONSULTANT an opportunity to consult with the COUNTY regarding the reason(s) for termination. The COUNTY may take any other remedies that may be legally available.

3.6 CONSULTANT acknowledges and agrees that CONSULTANT shall utilize the U.S. Department of Homeland Security's E-Verify system in accordance with the terms governing use of the system to confirm the employment eligibility of:

A. All persons employed by the CONSULTANT during the term of this Agreement to perform employment duties within Lake County; and

B. All persons, including subconsultants, assigned by the CONSULTANT to perform work pursuant to the contract.

Article 4. Payment

4.1 COUNTY shall pay, and CONSULTANT shall accept, as full and complete payment for the timely and complete performance of its obligations under this Agreement, **\$69,979.84**. There shall be an additional allowance not to exceed **\$10,000.00** for expenses.

Additionally community meetings beyond those included in **Exhibit A** may be requested by the COUNTY based upon the pricing shown in **Exhibit B**. The parties hereby agree that the pricing associated with any additional community meetings covers only one-on-one meetings, pre-approved demonstrations, etc. The additional pricing is not intended to cover large public meetings requiring significant planning and/or invitations to the public at large.

4.2 CONSULTANT shall submit monthly invoices to the COUNTY'S Project Manager. All invoices shall contain the Agreement and/or purchase order number, date and location of delivery or service, and confirmation of acceptance of the goods or services by the appropriate COUNTY representative. Failure to submit invoices in the prescribed manner will delay payment, and/or cause the CONSULTANT to be considered in default of contract. If CONSULTANT is considered to be in default of contract, this Agreement may be terminated.

4.3 The COUNTY shall make periodic payments upon receipt of a conforming invoice or invoices providing the information set forth in Paragraph 4.2 of this Agreement. Payments shall be tendered in accordance with the Florida Prompt Payment Act, Part VII, Chapter 218, F.S.

Article 5. County Responsibilities

5.1 COUNTY shall promptly review the services performed by CONSULTANT and provide direction to CONSULTANT as needed. COUNTY shall designate a County staff member to act as COUNTY'S Project Manager.

5.2 The COUNTY will provide to the CONSULTANT all necessary and available data, data developed and/or within the possession of the COUNTY, and any other data the COUNTY possesses that would be useful to the CONSULTANT in the completion of the required services.

Article 6. Special Terms and Conditions

6.1 Qualifications. Firms or individuals will be registered with the State of Florida and have obtained at least the minimum thresholds of education and professional experience required by the statutes to perform the services contained herein.

6.2 Subletting of Agreement. This Agreement shall not be sublet except with the written consent of the COUNTY's Procurement Services Director. No such consent shall be construed as making the COUNTY a party to the subcontract or subjecting the COUNTY to liability of any kind to any subcontractor. No subcontract shall under any circumstances relieve the CONSULTANT of liability and obligations under this Agreement and all transactions with the COUNTY must be through the CONSULTANT.

6.3 Insurance. An original certificate of insurance, indicating that CONSULTANT has coverage in accordance with the requirements of this section, shall be furnished by the CONSULTANT to the COUNTY before any work under this Agreement begins. CONSULTANT shall purchase and maintain at its expense, at all times during the term of this Agreement, insurance policies from a company or companies authorized to do business in the State of Florida, and which are acceptable to the COUNTY. Said insurance policies shall insure the CONSULTANT against any and all claims, demands and any causes of action whatsoever, for injuries received or damage to property arising from or relating to the performance or non-performance of duties, services and/or obligations of the CONSULTANT under the terms and provisions of this Agreement. CONSULTANT is responsible for timely provision of certificate(s) of insurance to the COUNTY at the certificate holder address evidencing conformance with the Agreement requirements at all times throughout the term of this Agreement. Such policies of insurance, and conforming certificates of insurance, shall insure the CONSULTANT in accordance with the following minimum limits:

General Liability insurance on forms no more restrictive than the latest edition of the Occurrence Form Commercial General Liability policy (CG 00 01) of the Insurance Services Office or equivalent without restrictive endorsements, with the following minimum limits and coverage:

Each Occurrence/General Aggregate	\$1,000,000/\$2,000,000
Products-Completed Operations	\$2,000,000
Personal & Adv. Injury	\$1,000,000

Fire Damage	\$50,000
Medical Expense	\$5,000
Contractual Liability	Included

Automobile liability insurance, including owned, non-owned, and hired autos with the following minimum limits and coverage:

Combined Single Limit	\$1,000,000
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Workers' compensation insurance based on proper reporting of classification codes and payroll amounts in accordance with Chapter 440, Florida Statutes, and/or any other applicable law requiring workers' compensation (Federal, maritime, etc). If not required by law to maintain workers compensation insurance, the CONSULTANT must provide a notarized statement that if he or she is injured, he or she will not hold the COUNTY responsible for any payment or compensation.

Employers Liability with the following minimum limits and coverage:

Each Accident	\$1,000,000
Disease-Each Employee	\$1,000,000
Disease-Policy Limit	\$1,000,000

Professional Liability and/or specialty insurance (medical malpractice, engineers, architect, consultant, environmental, pollution, errors and omissions, etc.) as applicable with minimum limits of \$1,000,000 and annual aggregate of \$2,000,000.

Lake County, a Political Subdivision of the State of Florida, and the Board of County Commissioners shall be named as additional insured as their interest may appear on all applicable liability insurance policies.

Certificate(s) of insurance shall identify the contract number in the Description of Operations section of the Certificate.

Certificate(s) of insurance shall provide for a minimum of thirty (30) days prior written notice to the COUNTY of any change, cancellation, or nonrenewal of the required insurance. It is the CONSULTANT's specific responsibility to ensure that any such notice is provided within the stated timeframe to the certificate holder.

Certificate holder shall be:

LAKE COUNTY, A POLITICAL SUBDIVISION OF THE STATE OF FLORIDA,
AND THE BOARD OF COUNTY COMMISSIONERS.
P.O. BOX 7800
TAVARES, FL 32778-7800

Certificate of insurance shall evidence a waiver of subrogation in favor of the COUNTY, that coverage shall be primary and noncontributory, and that each evidenced policy includes a Cross Liability or Severability of Interests provision, with no requirement of premium payment by the COUNTY.

The CONSULTANT shall be responsible for subcontractors and their insurance. Subcontractors are to provide Certificates of Insurance to the COUNTY evidencing coverage and terms in accordance with the CONSULTANT's requirements.

All self-insured retentions shall appear on the certificate(s) and shall be subject to approval by the COUNTY. At the option of the COUNTY, the insurer shall reduce or eliminate such self-insured retentions, or the CONSULTANT shall be required to procure a bond guaranteeing payment of losses and related claims expenses.

The COUNTY shall be exempt from, and in no way liable for, any sums of money that may represent a deductible or self-insured retention in any insurance policy. The payment of such deductible or self-insured retention shall be the sole responsibility of the CONSULTANT and/or subcontractor providing such insurance.

Failure to obtain and maintain such insurance as set out above will be considered a breach of contract and may result in termination of this Agreement for default.

Neither approval by the COUNTY of any insurance supplied by the CONSULTANT or subcontractor(s), nor a failure to disapprove that insurance, shall relieve the CONSULTANT of full responsibility for liability, damages, and accidents as set forth herein.

6.4 Indemnity. The CONSULTANT shall indemnify and hold the COUNTY and its agents, officers, commissioners or employees harmless for any damages resulting from failure of the CONSULTANT to take out and maintain the above insurance. Additionally, the CONSULTANT agrees for good and valuable consideration in the amount of ten dollars (\$10.00) to indemnify, and hold the Board of County Commissioners, Lake County, Florida, and its officers, commissions, employees and agents free and harmless from and against any and all losses, penalties, damages, settlements, costs, charges, professional fees or other expenses or liabilities to the extent resulting from the negligent act, error or omission of the CONSULTANT, its agents, employees or representative, in the performance of the CONSULTANT's duties set forth in this Agreement.

6.5 Independent Contractor. The CONSULTANT agrees that it shall be acting as an independent contractor and shall not be considered or deemed to be an agent, employee, joint venturer, or partner of the COUNTY. The CONSULTANT shall have no authority to contract for or bind the COUNTY in any manner and shall not represent itself as an agent of the COUNTY or as otherwise authorized to act for or on behalf of the COUNTY.

6.6 Public Records / Copyrights:

A. Pursuant to Section 119.0701, Florida Statutes, the CONSULTANT shall comply with the Florida Public Records' laws, and shall:

- (i) Keep and maintain public records that ordinarily and necessarily would be required by the COUNTY in order to perform the services identified herein.
- (ii) Provide the public with access to public records on the same terms and conditions that the COUNTY would provide the records and at a cost that does not exceed the cost provided for by law.
- (iii) Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law.
- (iv) Meet all requirements for retaining public records and transfer, at no cost, to the COUNTY all public records in possession of the CONSULTANT upon termination of this Agreement and destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. All records stored electronically must be provided to the COUNTY in a format that is compatible with the information technology systems of the COUNTY.

Failure to comply with this section shall be deemed a breach of this Agreement and enforceable as set forth in Section 119.0701, Florida Statutes.

B. Any copyright derived from this Agreement shall belong to the author. The author and the CONSULTANT shall expressly assign to the COUNTY nonexclusive, royalty free rights to use any and all information provided by the CONSULTANT in any deliverable and/or report for the COUNTY's use which may include publishing in COUNTY documents and distribution as the COUNTY deems to be in the COUNTY's best interests. If anything included in any deliverable limits the rights of the COUNTY to use the information, the deliverable shall be considered defective and not acceptable and the CONSULTANT will not be eligible for any compensation.

6.7 Right to Audit. The County reserves the right to require CONSULTANT to submit to an audit by any auditor of the COUNTY'S choosing. CONSULTANT shall provide access to all of its records that relate directly or indirectly to this Agreement at its place of business during regular business hours. The COUNTY and CONSULTANT shall retain all records pertinent to expenditures incurred under this Agreement for a period of three (3) years after the termination of all activities funded under this Agreement. Notwithstanding the above, if there is litigation, claims, audits, negotiations or other actions that involve any of the records cited and that have started before the expiration of the three-year period, then such records must be retained in completion of the actions and resolution of all issues, or the expiration of the three-year period, whichever occurs later. CONSULTANT agrees to provide such assistance as may be necessary to facilitate the review or audit by the COUNTY to ensure compliance with applicable accounting and financial standards.

6.8 Codes and Regulations. All work completed under this Agreement shall conform to all applicable federal, state and local statutes, codes, regulations and ordinances.

6.9 Public Entity Crimes. A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, Florida Statutes, for Category Two for a period of thirty-six (36) months from the date of being placed on the convicted vendor list.

6.10 Prohibition Against Contingent Fees. The CONSULTANT warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for the CONSULTANT, to solicit or secure this Agreement and that it has not paid or agreed to pay any person, company, corporation, individual, or firm, other than a bona fide employee working solely for the CONSULTANT, any fee, commission, percentage, gift or other consideration contingent upon or resulting from the award or making of this Agreement.

6.11 Key Contractor Personnel. In signing this Agreement, the CONSULTANT is representing that the personnel CONSULTANT listed in its proposal shall be available to perform the services described for the COUNTY, barring illness, accident, or other unforeseeable events of a similar nature, in which case the CONSULTANT must be able to promptly provide a qualified replacement. In the event the CONSULTANT wishes to substitute personnel for those listed in the CONSULTANT's proposal, the CONSULTANT shall propose a person with equal or higher qualifications, and each replacement person is subject to prior written COUNTY approval. In the event the requested substitute personnel is not satisfactory to the COUNTY and the matter cannot be resolved to the satisfaction of the COUNTY, the COUNTY reserves the right to cancel this Agreement for cause.

Article 7. General Conditions

7.1 This Agreement is made under, and in all respects shall be interpreted, construed, and governed by and in accordance with, the laws of the State of Florida. Venue for any legal action resulting from this Agreement shall lie in Lake County, Florida. In the event that a suit is brought for the enforcement of any term of this Agreement, or any right arising there from, the parties expressly waive their respective rights to have such action tried by jury trial and hereby consent to the use of non-jury trial for the adjudication of such suit.

7.2 Neither Party may assign any rights or obligations under this Agreement to any other party unless specific written permission from the other party is obtained.

7.3 The services rendered through this Agreement shall not be deemed complete until accepted by the COUNTY, and shall be in compliance with the terms herein, fully in accord with the specifications and of the highest quality. In the event that the service does not conform to the specifications, the COUNTY reserves the right to terminate the Agreement and shall not be responsible to pay for any such service.

7.4 The captions utilized in this Agreement are for the purposes of identification only and do not control or affect the meaning or construction of any of the provisions hereof.

7.5 This Agreement shall be binding upon and shall inure to the benefit of each of the parties and of their respective successors and permitted assigns.

7.6 This Agreement may not be amended, released, discharged, rescinded or abandoned, except by a written instrument duly executed by each of the parties hereto.

7.7 The failure of any party hereto at any time to enforce any of the provisions of this Agreement will in no way constitute or be construed as a waiver of such provision or of any other provision hereof, nor in any way affect the validity of, or the right thereafter to enforce, each and every provision of this Agreement.

7.8 During the term of this Agreement the CONSULTANT assures the COUNTY that it is in compliance with Title VII of the 1964 Civil Rights Act, as amended, and the Florida Civil Rights Act of 1992, in that the CONSULTANT does not on the grounds of race, color, national origin, religion, sex, age, disability or marital status, discrimination in any form or manner against the CONSULTANT employees or applicants for employment. The CONSULTANT understands and agrees that this Agreement is conditioned upon the veracity of this statement of assurance.

7.9 The CONSULTANT shall at all times comply with all Federal, State and local laws, rules and regulations.

7.10 The COUNTY, at its sole discretion, reserves the right to terminate this Agreement upon thirty (30) days written notice. Upon receipt of such notice, CONSULTANT shall not incur any additional costs under this Agreement. The COUNTY shall be liable for reasonable costs incurred by the CONSULTANT prior to notice of termination. The COUNTY shall be the sole judge of 'reasonable costs.'

7.11 The invalidity or unenforceability of any particular provision of this Agreement shall not affect the other provisions hereof, and this Agreement shall be construed in all respects as if such invalid or unenforceable provisions were omitted.

7.12 The parties shall exercise every reasonable effort to meet their respective obligations hereunder, but shall not be liable for delays resulting from force majeure or other causes beyond their reasonable control, including, but not limited to, compliance with any Government law or regulation, acts of nature, acts or omissions of the other party, Government acts or omissions, fires, strikes, national disasters, wars, riots, transportation problems and/or any other cause whatsoever beyond the reasonable control of the parties. Any such cause will extend the performance of the delayed obligation to the extent of the delay so incurred.

7.13 Wherever provision is made in this Agreement for the giving, service or delivery of any notice, statement or instrument other than monthly progress reports and regular invoices, such notice shall be in writing and shall be deemed to have been duly given, served and delivered, if

delivered by hand or mailed by United States registered or certified mail or sent by facsimile, addressed as follows:

If to CONSULTANT:

Mary Hamill, CEO
Sanlando Center
2180 West S.R. 434
Suite 1150
Longwood, Florida 32779

If to COUNTY:

Lake County Manager
P.O. Box 7800
Tavares, FL 32778-7800

With a copy to:

Skip McCall, Solid Waste Division Mgr
P.O. Box 7800
Tavares, Florida 32778

Each party hereto may change its mailing address by giving to the other party hereto, by hand delivery, United States registered or certified mail notice of election to change such address.

Article 8. Scope of Agreement

8.1 This Agreement is intended by the parties hereto to be the final expression of their Agreement, and it constitutes the full and entire understanding between the parties with respect to the subject hereof, notwithstanding any representations, statements, or agreements to the contrary heretofore made.

8.2 This Agreement contains the following Exhibits:

Exhibit A	Scope of Services
Exhibit B	Community Meeting Pricing

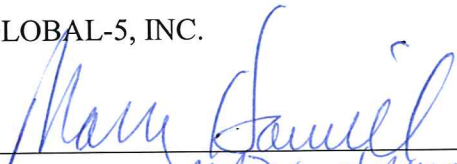
8.3 In the event of conflicts between this Agreement and any of its Exhibits, the provision which is the most favorable to the COUNTY shall govern, in the COUNTY'S sole determination.

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IN WITNESS WHEREOF, the parties hereto have made and executed this Agreement on the respective dates under each signature: COUNTY through its Board of County Commissioners, signing by and through its Chairman, authorized to execute same by Board action on the 19 day of November, 2013, and by CONSULTANT through its duly authorized representative.

CONSULTANT

GLOBAL-5, INC.



Name: MARY HAMILL
Title: President & CEO

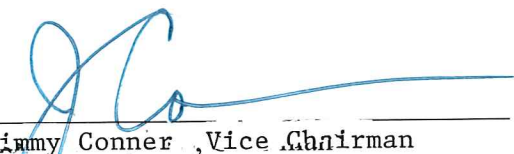
This 1st day of November, 2013.

COUNTY

LAKE COUNTY, through its
BOARD OF COUNTY COMMISSIONERS

ATTEST:


Neil Kelly, Clerk of the
Board of County Commissioners
of Lake County, Florida


Jimmy Conner, Vice Chairman
This 20 day of Nov, 2013.

Approved as to form and legality:

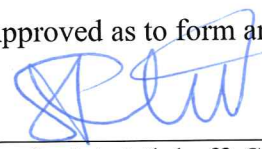

Sanford A. Minkoff, County Attorney

EXHIBIT A: SCOPE OF SERVICE

GLOBAL-5 COMMUNICATIONS

Scope for Public Education for Curbside Collection

Year One

Mary Hamill

10/30/2013

SCOPE OF WORK RFP Number: 13-0219
October 30, 2013

**PUBLIC EDUCATION AND OUTREACH MARKETING FOR
RESIDENTIAL SINGLE STREAM RECYCLING AND AUTOMATED/SEMI
AUTOMATED CURBSIDE TRASH COLLECTION SERVICES**

Overview:

Lake County intends to maximize the economic and environmental benefits associated with its residential curbside single stream recycling program and automated/semi-automated trash collection services. More specifically, on or about October 1st, 2014, the County will initiate service under an agreement with three haulers for the collection of curbside single stream recyclable commodities and automated/semi-automated trash collection services for residents in unincorporated Lake County. There will be a need to inform County residents of the new collection system along with the acceptable recycling commodities. The vendor will design, implement and manage a public education and outreach marketing campaign to educate residents in the community about the benefits of single stream recycling, and automated/semi-automated trash collection services. The vendor will also assist the County with demonstrations and community focus groups to determine if unincorporated residents prefer to continue with twice a week trash collection for an additional cost or transition to the new streamlined once a week trash collection with the associated savings. Global-5 will work with the County and collection haulers to schedule 24 "Open House" format community meetings which will take place in January and February, 2014.

The overall goal is to increase awareness of the convenience and cost savings associated with the new 1-1-1 (once a week trash, yard waste and recycling collection) program. It is also important to increase recycling which reduces the cost of trash disposal. An effective recycling outreach campaign will result in direct cost savings to the County, and will inform the public of the positive impact recycling has on preserving Lake County's natural resources.

The overall campaign will last, at a minimum, twelve (12) months, and will use grassroots face-to-face meetings and demonstrations, community focus groups, web and social media tools, as well as local media outlets to educate the public.

Scope of Work to be Performed:

Task 1: Develop an overall marketing plan and strategy, along with a corresponding budget and specific milestones that, when implemented, will effectively reach Lake County's target audience(s).

Task 1 a. PHASE ONE Information Gathering: Develop outreach materials that will offer a "Menu" of options to educate residents about the new choices that are available to them. This includes illustrating the types of trash and recycling carts that each household may choose, and the cost savings associated with once a week trash collection services vs. twice a week collection, which is currently offered. Residents will also learn that an "open enrollment" type season for large residential communities can occur in subsequent years at which time a large community may decide to change from twice a week trash collection to once a week, which will result in a cost savings to individual residents.

These educational materials will encourage individual households to express their preferences to their Homeowner's Association in January and February 2014. By February 2014, each HOA will officially inform the County if once or twice a week trash collection for the community is being chosen. Individual homes within the community may not opt for alternate service. The service level chosen will need to be consistent throughout each community. Individual households will choose the type and size of trash and recycling carts they wish to receive. These carts will be delivered to each household by the collection vendor/hauler prior to the contract commencement date.

Overview of Phase One Activities by Global-5 (Nov. 20, 2013 through February 2014):

1. Communications audit of outreach and educational materials received from the City of Ocala, the County and the vendors/haulers, and review of media coverage to determine what questions need to be answered, what misinformation persists, and what appropriate photos or video may be available and useful for educational purposes.
2. Global-5 works collaboratively with the County to develop educational outreach materials for Phase One Information Gathering
3. Global-5 works with the County to schedule 24 "Open House" format community meetings in January and February, 2014
4. Global-5 assists the county at these "Open House" meetings by providing the appropriate briefing materials and assisting with set-up, break-down, and requested follow-up. County representatives and the collection haulers will be present to answer questions from residents.
5. Global-5 will assist with scheduling follow-up briefings and presentations at the community for Phase Two of the campaign.

The goal of Phase One is to provide residents information about the choices for once or twice a week trash collection and the associated costs, and the choices of carts they may receive for trash and recycling. The Open House meetings will serve as informal focus groups to inform the Homeowners Association of residents' preferences for once or twice a week trash collection.

The County is contacting the official representative of each HOA in November 2013 to provide information about this process and to alert the HOA that the decision from the HOA must be conveyed to the County by February 28, 2014. The County is also working with the media to inform the public about this process. This timeframe is required to provide the County adequate time to process the appropriate charges for the chosen collection service. Residents pay this fee once yearly on their property tax bill.

Phase One Educational Materials to be Developed by Global-5:

- Frequently Asked Questions to be posted on the County Website and distributed at community meetings.
- Fact sheet to be handed out at community meetings and posted to the County website to provide information about the process of choosing once or twice a week trash collection and the associated costs. The fact sheet will also detail the carts that each household may choose for collection of trash or recyclable materials.
- 2-3 large display boards on easels, or a tri-fold table top display with the same information that is on the fact sheet.
- A comment card or focus group "preference" card
- Resident survey form to be used at the 15 Town Hall meetings

Circle the preferred service level

Option 1 – 1-1-1 Yes No

**Option 2 – 2-1-1 Yes No*

*If option 2 is selected, there will be an additional annual cost of \$-----.

- The proposed branding for these materials will be the Lake County branding similar to the PowerPoint presented to the BCC by Skip McCall on October 22, 2013.
- 11 x 17 poster to announce meeting at the location site with fill-in date and time
- Key messages for speakers and news releases

The large over-55 communities in Lake County would be offered Open House meetings during the daytime, which will likely be set up in the community center or an equally convenient location on the property.

State Registered Over 55 Communities:

Subdivision	Number of Homes	Commissioner District
1. Plantation at Leesburg	2840	3
2. Royal Highlands	1499	3
3. Pennbrooke	1239	5
4. Hawthorne at Leesburg	1180	3
5. Highland Lakes	938	3
6. Sunlake Estates	442	5
7. Brittany Estates	209	3
8. Dora Pines	160	4
9. Sullivan's Ranch (Part)	100	4

There are dozens of HOAs in Lake County that are home to adults 55 and older and to families and residents of all ages. To reach all of them in the abbreviated Jan-Feb timeframe, we propose additional Town Hall Open House meetings that will be located regionally, and scheduled at libraries, Chambers of Commerce, or possibly churches. The HOAs in the region would be invited to the Town Hall Open Houses in their area. These meetings would likely occur in the late afternoon and early evening to accommodate the schedules of working families.

We propose scheduling three Town Hall meetings in each of the five County Commission Districts, for a total of 15 Town Hall meetings for HOAs in the area. Please see the map of Commission Districts on the last page of this document.

These Town Hall Open House meetings will also be open to residents who do not belong to an HOA. News releases and calendar announcements will be sent to local media to announce the Town Hall Open Houses. Posters will be provided to announce the date and time of the Open House and will be posted at local libraries, Chambers or churches.

PHASE TWO EDUCATIONAL OUTREACH (Feb.-Nov. 2014)

The goal of Phase One Information Gathering is to provide HOAs the information needed to choose between once or twice a week trash collection. This phase was not anticipated when the original scope of services was developed. The activities in Phase Two are needed to educate residents on the preferred curbside collection program; i.e. 1-1-1 or 2-1-1. Also, increase awareness and understanding of the new single stream recycling program and automated/semi-automated trash collection. Phase Two outreach materials will also stress the importance of increasing recycling, as this will save the County substantially on disposal fees.

Task 1: Develop and provide a brand identity for the new residential recycling initiative and automated/semi-automated trash collection programs.

Task 2: Design and provide one reproducible original (hard and electronic copy) of educational marketing materials to reach the target demographics

Task 3: Update materials developed in Phase One to include new branding and new messages that focus on new services to be provided starting in October, 2014:

- Update Frequently Asked Questions to be posted on the County Website
- Update Fact Sheet
- Update 2-3 large display boards on easels, or a tri-fold table top display with the same information that is on the fact sheet.
- Update key messages for speakers and news releases

Task 5: Continue grassroots and face-to-face outreach by providing updated information and follow-up Open House demonstrations to the HOAs that request a return visit by the County and the vendors/haulers. These visits will likely occur during May, June, July and August. The vendors/haulers plan to deliver the new trash and recycling carts to residents in August and September. Global-5 will be coordinating with the vendors/haulers and the County to provide necessary information to the HOAs and other residents to demonstrate the ease of use of the new single stream recycling program and automated/semi-automated trash collection.

This task would include 4 on-site demonstrations or Open House meetings attended and facilitated by Global-5. If the County decides more on-site demonstrations or Open Houses are needed, these would be provided at the additional per-meeting pricing included in the contract for these activities.

Task 6: Coordinate with County staff to establish a web presence to market the County's initiatives and use social media outlets for spreading awareness of programs and information.

Task 7: Develop and provide to the County news releases for distribution related to the process of single stream recycling and automated/semi-automated trash collection services.

Task 8: Design an advertisement for placement in local magazine that targets Lake County residents (Lake & Sumter Style)

Task 9: Prepare and present monthly written updates to the designated County program representative on the success and/or general status of the overall effort.

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This educational effort is new to Lake County and to provide the most responsive outreach products and services, on-going flexibility will be key. It is anticipated that the selected vendor will generate monthly billings based on hours expended and expenses approved by the County. The not to exceed overall budget will allow time savings in one Task category to be transferred to other Task categories that may require more support. This would be achieved through weekly tracking of time and materials and with the County's approval. A monthly progress report will accompany each invoice to detail progress and to indicate savings in certain task areas that may be used for other tasks, with the approval of Lake County's Project Manager.

Note: The County has provided an initial allowance for third-party printing, distribution and other hard costs of \$10,000. All intended marketing materials and distribution recommendations, to include related costs, require the prior approval of the County's designated representative for the overall program. The selected vendor shall not exceed the allowance value without the prior written consent of the County's project representative. To remain flexible and responsive to the needs of this educational outreach, if portions of the expenses set aside for this category are not needed to cover third-party expenses, the funding may be used to cover needs in other Tasks, with the approval of the Lake County Project Manager.

Overall Goal:

The goal of the marketing/media campaign is to increase single stream recycling awareness and the cost savings and efficiencies associated with a 1-1-1 automated/semi-automated trash collection services to residents throughout Lake County, and to achieve a higher recycling rate.

Performance/Completion Schedule of Tasks:

Task 1: The initial draft of the overall marketing plan shall be delivered to the County within sixty (60) calendar days of issuance of the notice-to-proceed, or purchase order under the awarded contract. The County will provide comments back in regards to the draft document within a thirty (30) calendar day period. The vendor shall then provide the overall plan as a contract deliverable item in final form within thirty (30) calendar days of receipt of County comments.

Task 2: The initial draft of the brand identity process and recommendation report for the Residential Curbside Single Stream Recycling Program and Automated Trash Collection Services shall be delivered to the County within 120 calendar days of issuance of the notice-to-proceed, or purchase order under the awarded contract. The County will provide comments back in regards to the draft document within a fifteen (15) calendar day period. The vendor shall then provide the brand identity recommendation report, and the brand itself in final reproducible form, as a contract deliverable item in final form within fifteen (15) calendar days of receipt of County comments. Tasks 3 through 9 are considered on-going support that shall be performed during the period of performance as indicated in this Scope.

Beyond the First Year of Performance:

There are cost savings for residents if the 1-1-1 program (once a week trash collection, recycling and yard waste) is adopted countywide. Educational efforts will provide the information needed to illustrate to residents the advantages of the 1-1-1 approach.

Several on-going outreach efforts will be needed in subsequent years of this contract:

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1. Providing information through the County's social media and website, and providing newsworthy information to the traditional media.
2. Development of updated educational materials to illustrate the benefits and successes of the 1-1-1 approach, featuring testimonials from satisfied customers.
3. Education to HOAs that initially choose twice a week trash collection during the "Open Enrollment" season to build a basis of understanding for the advantages of 1-1-1 and eventually to generate support for this approach.
4. Increase recycling countywide by clearly conveying to residents:
 - a. What can be recycled
 - b. The environmental benefits of recycling
 - c. The cost savings to the County of reduced disposal costs
5. Development and implementation of the Creative Community Challenges and the sponsor incentives/rewards to increase recycling.

The Lake County map on the following page details Commissioner Districts. Efforts will be distributed countywide to ensure all residents are served.

EXHIBIT B: COMMUNITY MEETING PRICING

1	Line Item Meeting Support for Lake County Curbside Collection		
2	Prepared by Global-5, Inc.		
3	Fee Proposal		
4		5-Aug-13	
5			
6	Cost by Expense Category		
7	Projects	Estimated	Total Cost
8			
9	Meeting support preparations and follow-up: 1 person full day on-site	\$	1,109.18
10	Meeting support preparations and follow-up: 2 people full day on-site	\$	1,772.68
11	Meeting preparations/logistics and follow-up: 1 person half day on-site	\$	843.78
12	Meeting preparations/logistics and follow-up: 2 people half day on-site	\$	1,241.88